

## Message Text

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13

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 CCO-00 CIAE-00 OTPE-00 FCC-02

INR-07 NSAE-00 OC-05 USIA-15 COME-00 BIB-01 SS-15 L-03

H-02 DODE-00 TRSE-00 /070 W  
----- 126235

R 262133Z APR 76

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 9562

UNCLAS OTTAWA 1621

POUCHED ALL CONSULATES IN CANADA

E.O. 11652: N/A

TAGS: ETEL, CA

SUBJ: GOC POLICIES ON TRANSBORDER BROADCASTING

1. IN MAJOR SPEECH TO CANADIAN ASSOCIATION OF BROADCASTERS  
ON APRIL 26 (DEVOTED LARGELY TO PROBLEM OF TV VIOLENCE)  
COMMUNICATIONS MINISTER SAUVE ENUMERATED CURRENT GOC  
WILLINGNESS TO SUPPORT CANADIAN BROADCASTERS IN FULFILLING  
THEIR PROGRAM RESPONSIBILITIES AS FOLLOWS:

QUOTE. FIRST, THE GOVERNMENT HAS INTRODUCED BILL C-58. I  
REALIZE THAT IT IS TAKING SOME TIME TO RECEIVE PARLIAMENTARY  
APPROVAL, BUT THE GOVERNMENT'S COMMITMENT TO THIS NECESSARY  
PIECE OF TAX LEGISLATION IS UNWAVERING.

SECONDLY, THE GOVERNMENT IS COMMITTED TO THE CRTC'S  
ATTEMPTS TO CONTROL THE IMPACT OF U.S. BROADCASTING IMPORTED  
VIA CABLE. SOME OF THE CRTC'S POLICIES HAVE BEEN SUBJECTED  
TO STRONG ATTACK, AND NO POLICY IS PERFECT IN ALL ITS DETAILS,  
BUT THE CRTC'S POLICY TO CONTROL THE IMPACT OF U.S.  
BROADCASTERS WHO ATTEMPT TO TAKE UNFAIR ADVANTAGE  
OF THEIR PROXIMITY TO MAJOR CANADIAN MARKETS HAS  
RECEIVED AND WILL CONTINUE TO RECEIVE THE SUPPORT OF  
THE GOVERNMENT.

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THIRDLY, THIS GOVERNMENT IS WILLING TO CONSIDER NEW POLICIES TO FOSTER INVESTMENT IN CANADIAN PROGRAM PRODUCTION AND TO ENSURE THAT INDEPENDENT PROGRAM PRODUCERS ARE GIVEN ACCESS TO CANADIAN AIRWAVES.

FOURTH, WE WILL CONSIDER PROPOSALS TO RESTRUCTURE THE BROADCASTING SYSTEM TO GENERATE MORE EFFICIENT USE OF FUNDS AND TO PROVIDE MORE OPPORTUNITIES FOR THE PRODUCTION OF GOOD CANADIAN PROGRAMS. UNQUOTE.

2. SAUVE DEVELOPED LAST POINT FURTHER BY SUGGESTING POSSIBLE NEED TO PERMIT CROSS-OWNERSHIP BETWEEN CABLE AND BROADCASTING ENTITIES IN PARTICULARE COMMUNITIES.

3. COMMENT. EMBASSY WILL TRANSMIT FULL TEXT OF SPEECH AND COMMENTS BY AIRGRAM.

4. DOC OFFICIAL HAS ADVISED TCO THAT SAUVE'S SECOND POINT (ABOVE) INTENDED TO ANNOUNCE HER UNHAPPINESS WITH CRTC DELETION POLICY WHILE SUPPORTING OBJECTIVE OF INHIBITING US ACCESS TO CANADIAN BROADCAST MARKETS.  
ENDERS

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## Message Attributes

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